



Los Angeles County
Department of Regional Planning

Planning for the Challenges Ahead



James E. Hartl, AICP
Director of Planning

November 13, 2002

TO: Supervisor Zev Yaroslavsky, Chairman
Supervisor Gloria Molina
Supervisor Yvonne Brathwaite Burke
Supervisor Don Knabe
Supervisor Michael D. Antonovich

FROM: James E. Hartl, AICP
Director of Planning

Subject: **PROGRESS REPORT TO THE BOARD OF SUPERVISORS ON
POSSIBLE ZONING CODE CHANGES TO ADDRESS THE
PROLIFERATION OF OUTDOOR ADVERTISING SIGNS
(Motion of 5/14/2002—Syn. No. 5)**

Your Board, on a motion by Supervisor Yvonne Brathwaite Burke, directed the Department of Regional Planning to prepare a zoning study that would address the proliferation of outdoor advertising signs in the unincorporated areas of Los Angeles County. My staff has made significant progress in preparing this study.

To address this issue, my staff conducted an extensive study, in which 67 local cities and 25 California Counties were surveyed regarding their outdoor advertising sign regulations. The survey identified unique approaches to zoning standards and procedures for outdoor advertising signs in numerous jurisdictions. Results of the survey indicate that a majority of Los Angeles County cities have enacted laws prohibiting outdoor advertising signs.

My staff is now formulating our recommendations to your Board. We expect to submit the final report to your Board in the next 60 days.

If you have any questions regarding this matter please call John Calas at (213) 974-6431. Or, if you would like to speak with me directly, I can be reached at (213) 974-6401.

JEH:RCH:rh

C: Chief Administrative Officer
Executive Officer, Board of Supervisors